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PRESS SHEET

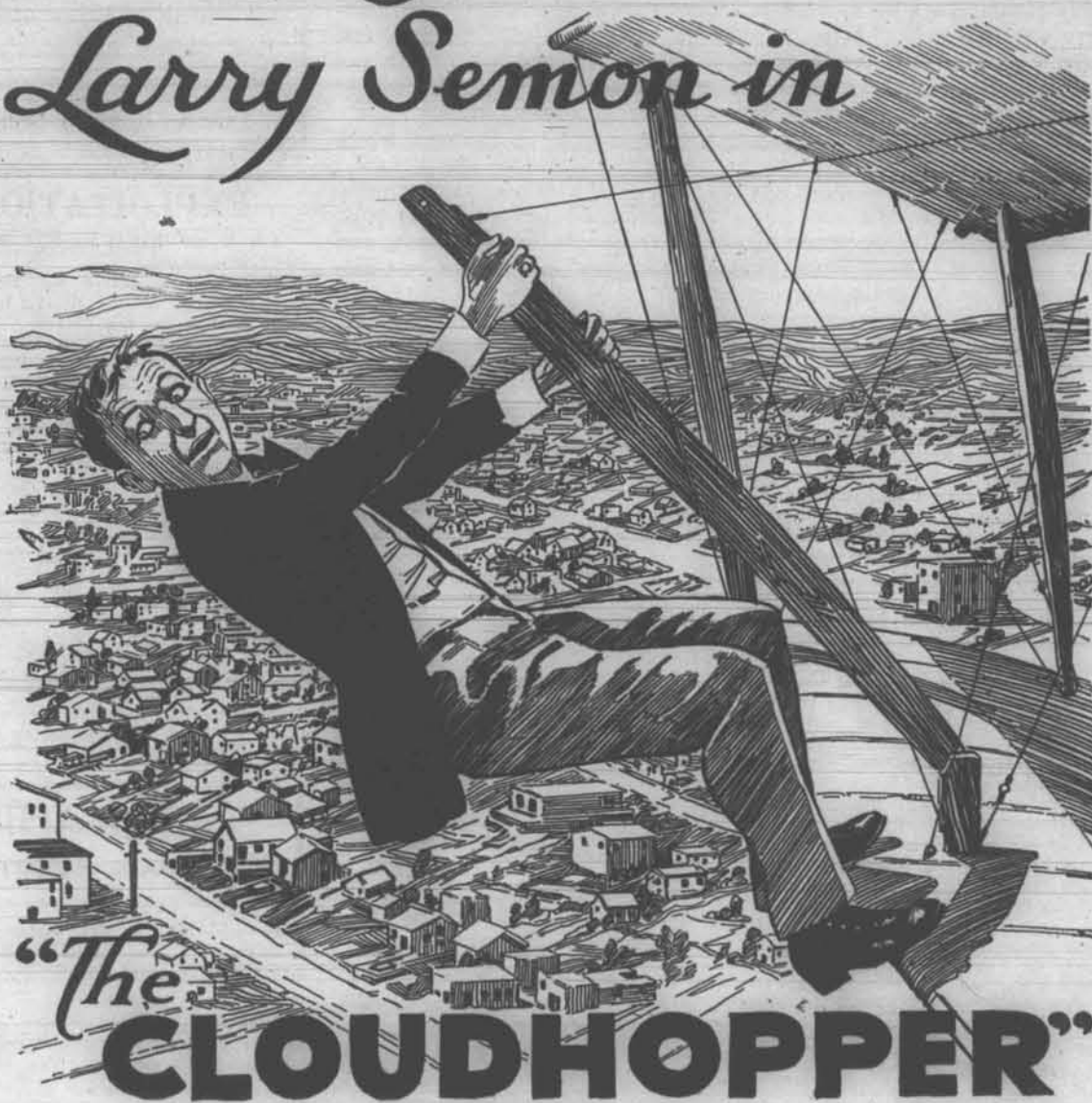
Larry Semon

Semmon & Co.

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SPECIAL COMEDIES

Larry Semon in



"The"
CLOUDHOPPER"

Directed by Larry Semon



EDUCATIONAL FILM EXCHANGES, Inc.
MADE IN U. S. A.

721

SPEED AND DAREDEVILTRY BIG FEATURES OF "THE CLOUDHOPPER"

Larry Semon at His Very Best in Comedy of Laughs and Dangerous Stunts

Larry Semon made his reputation in comedies in which speed and daredevilry were big items. When he shed his baggy trousers and derby and replaced them with well fitting attire, he retained the old speed, dash and thrills in his new comedies as well as the comedy ability which brought him to the top.

"The Cloudhopper" gives Larry a chance to show again the stuff which made him one of the screen's great comedians. Speeding autos, racing motorcycles and a breath-taking, thrilling sequence which includes a jump from a racing automobile into a soaring plane and then a transfer from 'plane to 'plane and a desperate and dangerous fight on the wings, and Larry's inimitable comedy make "The Cloudhopper" one of the best pictures in which he has yet appeared.

Both from box-office standpoint and from the standpoint of excellent comedy entertainment, "The Cloudhopper" will do for you all that you expect of a comedy.

The Story

Dorothy is the hostess of a charity bazaar, held in the home of her father, one of the biggest men in town, both in point of avoirdupois and in finance.

Larry is trying to hurry in a flivver but he gets into an argument with a ten ton truck and the flivver collapses like a ninety-eight cent straw hat in a cloudburst.

When he gets to the bazaar about the first thing he does is to get in bad with a couple of tough citizens, "Red" Shirt and the "Alaskan Count" who are there for the purpose of relieving Dorothy's father of some of his surplus wealth and the formula of a wonderful secret invention. The bad men don't like Larry and he is challenged to a duel and has to go through with it. Fortunately the bad man's aim is as bad as his intentions and as Larry does not aim at all, the only ones hurt are the seconds to the duelists.

Dorothy's kid brother is a regular cut-up and as full of tricks as a drunken indian on a bronco. He slips one over on Larry when he ruins his hat with a hatchet.

By this time the crooks are getting in their dirty work. They plot to blow up the safe and get the money and the papers, but Larry gets there just in time to be too late to get anything but a sock on the jaw. The crooks blow the safe and make a getaway with all the cash in the box. Larry and Dorothy pursue them, Larry on a motorcycle and Dorothy in an automobile. After a hair raising race, Larry's machine plays out on him and Dorothy speeds after them finally catching up just as they are boarding an aeroplane to make a flying escape.

Dorothy climbs into another plane and persuades the pilot to start in pursuit. They overtake Larry on the way and he makes a breath-taking



LARRY SEMON
IN
EDUCATIONAL-
LARRY SEMON
COMEDIES.

For Electro Order No. 3642-E
For Mat (Free) Order No. 3642-M

jump from the automobile on to the plane and they start after the two crooks.

When they catch up with them, Larry climbs down a rope ladder and jumps on to the other plane and there is a big fight on the wings of the plane where Larry knocks the villains out and recovers the money.

WHO'S WHO

in

"The Cloudhopper"

Larry LARRY SEMON
Dorothy Dorothy Dwan
Her Father Frank Alexander
"Red" Shirt Earl Montgomery
"Alaska Count" Otto Lederer
Directed by Larry Semon

EXPLOITATION

The horse that is kept in the stable can't win races.

He's got to prove his worth out on the tracks and be driven before he wins any of the big prizes.

The advertising and exploitation material on Short Subjects won't bring you in anything at the box office unless you take them out of the exchange and put them to work for you.

The one sheet or three sheet, or the slides, lobby photos or "Ad" cuts on these comedies will not earn you a penny as long as they lay on the shelves of the exchange. It is when they are out in front of your theatre, in the lobby, or on the screen or in your newspapers that they bring home the prizes in the way of box-office receipts.

You can make your Short Subjects earn money for you by advertising and exploiting them and giving them a chance to prove what they're worth by advertising and exploiting them to their army of admirers.

PARAGRAPHS For Your Program

In addition to the feature—Larry Semon in "The Cloudhopper."—His latest and funniest.

Special attraction—Larry Semon's new sidesplitter, "The Cloudhopper,"—a two reel comedy thriller.

The inimitable Larry Semon in "The Cloudhopper," a fast and funny Educational-Larry Semon Comedy.

Two reels of sidesplitting comedy and breath taking thrills in "The Cloudhopper" with Larry Semon.

Wild automobile racing, furious motorcycle speeding, breath taking stunts in soaring airplanes and two reels of excellent comedy in "The Cloudhopper," Larry Semon's latest,

LARRY'S STUNTS PUT BIG PUNCH IN NEW COMEDY

Semon Does Dangerous Airplane Tricks in "The Cloudhopper"

(Newspaper review for use after showing
of picture)

To those who like a kick in their comedies in way of a few breath-taking thrills, we recommend Larry Semon's latest two reeler, "The Cloudhopper" which is showing at the Theatre. Larry does a couple of stunts in this one which are dangerous and thrilling enough to satisfy the most unexcitable.

Larry does his breath-stopping stuff in airplanes and has included them in the picture in a very natural way as a part of the story. Larry, with his sweetheart, played by his wife, Dorothy Dwan, pursue a couple of crooks who have made off with the contents of the strong box. Being ultra-modern crooks they flee in an airplane while Dorothy and Larry pursue in automobiles. Dorothy engages a plane and picks up Larry from his auto by means of a dangling rope ladder and then transfers him into the other plane in full flight, again using the ladder.

Only a few months ago a stunt man was killed while trying the auto-to-plane transfer when he loosened his grip on the ladder and was hurled to the ground. The stunt is dangerous for both aviator and stunt man as the plane must fly very low.

The comedy is filled with typical Larry Semon type of fun and the two reels travel at high speed. The automobile and airplane sequence make a fast and thrilling end to the picture.

LARRY SEMON IN THRILL-COMEDY

(Newspaper review for use after showing
of picture)

Speed, thrills and excellent comedy are features of Larry Semon's latest two reel Educational-Larry Semon Special Comedy, "The Cloudhopper" which is now at the Theatre.

The speed and thrills are furnished by an exciting auto and airplane race in which a couple of risky transfers between auto and plane are features. These stunts were real breath-takers and added a kick to the last reel of the comedy which brought gasps from the spectators.

In the cast Semon is supported by his wife, Dorothy Dwan and by Frank Alexander, Earl Montgomery, Otto Lederer and by the clever little juvenile, Mickey McBan. Direction is by Larry Semon.

SEMON ADDS AIRPLANE STUNTS TO LIST OF DANGEROUS FEATS



LARRY SEMON
and
DOROTHY DWAN

In a scene from
"THE CLOUDHOPPER"

For Electro Order No. 3714-E
For Mat (Free) Order No. 3714-M

SEMON PERFORMS PERILOUS STUNT

(Prepared as advance publicity story)

Not at all deterred by the fate of a professional "stunt man" who recently tried a similar stunt for motion pictures, Larry Semon successfully performed one of the most dangerous scenes ever staged for motion pictures when he negotiated a leap from a speeding automobile into a flying plane during the production of his latest two reel Educational-Larry Semon Special Comedy "The Cloudhopper" which will be at the Theatre.....

After performing this stunt successfully, Larry then did one that was as thrilling and dangerous when he climbed down a rope ladder suspended from the under carriage of one plane and dropped on to the top wing of another while in mid-air. Both of these stunts were performed without mishap but Larry swears that he will keep at least one foot on the ground in making his future pictures.

Popular Star Performs in Perilous Scenes For New Comedy

(Prepared as advance publicity story)

Ever since Larry Semon first began to attract attention in the funny films with his baggy trousers and his derby hat, daredevilry has been a feature of his comedies. Larry has tried almost every thriller in motion pictures and now he has added airplane stunts to the list of hair-raising tricks he has performed in his pictures.

In "The Cloudhopper," Larry's latest Educational-Larry Semon Special Comedy which will be at the Theatre the popular star has incorporated a couple of thrills which have hitherto been confined to the serial chapter drama or the blood curdling melo-drama of the screen. These stunts consist of a leap from a speeding motor car into a flying plane and an aerial transfer from plane to plane while thousands of feet in the air, and a battle on the wings of one of the airships.

Airplane stunts are considered the most hazardous of all the thrill devices employed in motion pictures, for they can not be successfully "faked" by means of slow photography or ingeniously painted backgrounds or by the use of miniature models. Not a few professional "stunt" men have been killed trying them and only last year a performer was hurled to his death while attempting the auto-to-airplane transfer such as is shown in Larry's latest comedy.

BIG LINEUP OF COMEDY TALENT

(Prepared as advance publicity story)

Larry Semon's new two reel comedy, "The Cloudhopper," which will be the comedy attraction at the Theatre starting was made with an array of talent, both directorial and in the cast, which has seldom been accorded to the shorter length films.

Dorothy Dwan, Larry's wife and leading lady, supports him in the leading feminine role, while Earl Montgomery, a comedy star who has featured in Vitagraph comedies while this concern was making the short pictures, has one of the leading male roles. Frank Alexander, the famous fat man and Otto Lederer have important parts in the picture, and the clever juvenile, Mickey McBan has a real clever comedy bit.

HUKSTERS

The first salesmen were probably shepherds who came to the villages with their animals and sold them in what later became the market place. Tillers of the soil perhaps also brought their products and offered them for sale or barter.

Some enterprising trader discovered that it paid to draw attention to his wares and so began the first advertising or exploitation.

But his range was limited to the power of his own voice.

Now, through intensive advertising, American beef is sold in every corner of the globe; Vermont maple syrup is sold in California and California oranges are sold in Maine. Florida grapefruit is served on breakfast tables of a nation and Oregon apples are as well known in New York State as New York State cheese is known in Oregon. Detroit made motors chug through Sahara's sands and along Russian steppes. No longer is

the manufacturer or producer known only within range of his own voice. Advertising has given him the world-wide market.

Are you appealing only to people within sound of your voice or those who pass your theatre or are you making your appeal to thousands through advertising? Are you huckstering amusement or are you a twentieth century merchandiser?

The progressive exhibitor is the exhibitor who not only advertises but the one who advertises his entire program by including the Short Subjects in his advertising. He is making a wide appeal to many people by including these Short Subjects in his copy, for he knows that they are "The Spice of The Program" and the most important items on his bill to many of his patrons.

Boost your business by advertising your entire program.



One Column by One Inch "Ad" Cut
For Electro Order No. 3715-E
For Mat (Free) Order No. 3715-M



Two Column by One and One Half Inch "Ad" Cut
For Electro Order No. 3716-E
For Mat (Free) Order No. 3716-M

For Three Column Cut on Page One Order
Electro No. 3717-E Mat (Free) No. 3717-M

ACCESSORIES

Hand Colored Slides

Four Color One Sheets Four Color Three Sheets
Duo Tint 11 x 14 Lobby Cards

(Eight Cards to Set)

Black and White 8 x 10 Photos

(Ten Photos to Set)

One Column Newspaper Publicity Cuts and Mats

One Column Star Cuts and Mats

One Column, One Inch, Newspaper "Ad" Cuts and Mats

Two Column, One and One Half Inch, Newspaper "Ad" Cuts and Mats

Three Column, Six Inch, "Ad" Cuts and Mats

(All Mats Free)

And the Fullest Cooperation from Your Exchange
(Cuts and mats must be ordered by number)

CATCHLINES

For Newspaper "Ads"

Larry Semon in a thrilling, breathtaking, sidesplitting comedy, "The Cloudhopper."

Larry Semon's latest two reel sidesplitter, "The Cloudhopper"—a half hour of excellent comedy and thrills.

Two reels of excellent entertainment—comedy and thrills in Larry Semon's latest, "The Cloudhopper."

You will roar with laughter and gasp at the thrills in "The Cloudhopper," Larry Semon's latest two reel comedy.

Larry Semon, Dorothy Dwan, Earl Montgomery and a big cast in "The Cloudhopper," two reels of rapid comedy.

✓ Little Sage.
The Cloudhopper.

JUN 22 1925 /

~~The Cloud Hopper~~

©CIL 21575 ✓

A. P. Photoplay in 2 reels

Directed by Larry Simon ✓ ✓

Author of Photoplay

Samuel & Company '55' Broad
at New York City U.S.A.

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